



**City of Alameda**  
**Homelessness Strategic Plan**  
**Community Kickoff**

February 1, 2021

# Zoom Tips for Discussion

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ASL Interpretation &  
Closed Captions  
available today

As you have questions or  
comments, please add them  
to the **chat** box, or raise your  
hand.

All chat messages will only  
go to the hosts

You were automatically  
placed on mute when you  
entered the meeting.  
Please raise your hand to  
report out and speak.

If you have any technology  
**challenges** during the  
meeting, please use the chat  
feature or email  
[cityofalameda@homebaseccc.org](mailto:cityofalameda@homebaseccc.org)  
for assistance.

# Agenda

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Welcome & Introductions

Setting the Context

Overview of the Strategic Planning Process

Known Community Needs

Brainstorm Breakouts & Report Outs

Next Steps

# Introductions

*answer our poll*





# **Setting the Context**

# **Overview of the Strategic Planning Process**



# Overview

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5-year Strategic Plan

Consultant: Homebase

Initial considerations

- Equity
- Community outreach + engagement
- Shared vision
- Interdepartmental + interagency

# Overview: Objectives

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Develop measurable goals and strategies



Address equity as an integral part of the plan



Engage and empower the community to be part of the solution



Develop a shared vision interdepartmentally and citywide



Engage cross-system partners



Integrate the perspective of those with lived experience



# Overview: Timeline

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	January	February	March	April	May	June	July	August
Gaps Analysis								
Outreach and Engagement								
Synthesis + Recommendations								
Draft Strategies								
Final Plan + Approval								

# Overview: Goals for Today's Kickoff

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- I. Introduce the strategic planning process**
- II. Brainstorm needs, obstacles, and strengths**
- III. Flag best practices for addressing homelessness**
- IV. Identify necessary stakeholders and leadership to move the work forward**
- V. Discuss community coordination, education, and engagement**

# Known Community Needs

# Starting Points

EveryOne Home  
Plan to End  
Homelessness:  
2018 Strategic  
Update

City of Alameda  
Homelessness  
Report  
March 2018

Plus...System  
Models, Staff  
Reports, Needs  
Assessments,  
Auditor's Reports,  
PIT Count Data

Strategy for  
2021-2026

# Causes of the Housing Crisis

## EveryOne Home Plan & City of Alameda Homelessness Report

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- Redevelopment efforts
- Shortage of rental housing
- High cost of development
- Increasing demand for rentals
- Lack of income compared to housing costs
- Discriminatory housing policies (exclusionary zoning)
- Stigma against those with mental health issues

PLEASE WRITE IN “CHAT” WHAT YOU THINK IS MISSING HERE

# Identified Needs

## EveryOne Home Plan & City of Alameda Homelessness Report

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- Prevention and diversion
- Increased coordination and community education
- Intensive case management and services
- Commitment to treating unhoused residents with dignity
- Dedication to improving physical and mental wellness
- Access to emergency shelters (adults, family & youth)
- Investment in permanent housing solutions (building & zoning)
- Inclusion of those with lived experience of homelessness in planning

PLEASE WRITE IN “CHAT” WHAT YOU THINK IS MISSING HERE

































# Comparing County Housing Inventory 2019 – 2020

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	Beds 2019 HIC	Beds 2020 HIC	2019-2020 % Change
Safe Haven	32	32	0%
Emergency Shelter	1223	1576	29%
Transitional Housing	580	617	6%
Rapid Re-Housing	606	633	4%
Permanent Supportive Housing	3388	3545	5%

# 2019 Point-in Time Count

Sheltered/Unsheltered Population by City

Alameda	 99 Sheltered	 132 Unsheltered	Newark	 30 Sheltered	 59 Unsheltered
Albany	 0 Sheltered	 35 Unsheltered	Oakland	 861 Sheltered	 3,210 Unsheltered
Berkeley	 295 Sheltered	 813 Unsheltered	Piedmont	 0 Sheltered	 0 Unsheltered
Dublin	 0 Sheltered	 8 Unsheltered	Pleasanton	 0 Sheltered	 70 Unsheltered
Emeryville	 0 Sheltered	 178 Unsheltered	San Leandro	 74 Sheltered	 344 Unsheltered
Fremont	 123 Sheltered	 485 Unsheltered	Unincorporated	 28 Sheltered	 321 Unsheltered
Hayward	 115 Sheltered	 372 Unsheltered	Union City	 0 Sheltered	 106 Unsheltered
Livermore	 85 Sheltered	 179 Unsheltered	Total	 1,710 Sheltered	 6,312 Unsheltered



# Brainstorm Breakouts & Report Outs

Breakout 1: Prevention & Diversion

Breakout 2: Temporary & Permanent Housing

Breakout 3: Coordination & Community Engagement

# Instructions for Brainstorm Breakouts

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- You will be randomly put into a group for about 15 minutes
- Each group should immediately identify 1 person for each role below:
  - **Facilitator** (move your group through questions, speakers)
  - **Timekeeper** (alert facilitator/group when you need to move on)
  - **Notetaker** (write down your group's thoughts/answers)
  - **Spokesperson** (report out for 1 min. to the larger kickoff group)
- *Facilitator* should begin soliciting responses from the group
- *Notetaker* should be prepared to paste notes into the chat box so that comments can be preserved, and your *spokesperson* has a guide

# Breakout 1: Prevention & Diversion

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- **Prevention** is a strategy intended to target people who are at imminent risk of homelessness.
  - **Examples of Interventions/Programs:** eviction prevention, legal aid, shallow subsidies, utility assistance, Emergency Solutions Grant Program
- **Diversion** is a strategy that prevents homelessness for people seeking shelter by helping them identify immediate alternate housing arrangements and, if necessary, connecting them with services and financial assistance to help them return to permanent housing.
  - **Examples of Interventions/Programs:** problem solving, flexible grants, hotel/motel vouchers, move-in/moving assistance

# Report out: Prevention & Diversion

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- **What is needed?**
  - For whom?
  - Barriers to implementation?
- **What's working?**
  - Could be replicated?



# Breakout 2: Temporary & Permanent Housing

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## Temporary

- Emergency Shelter
- Navigation Center
- Transitional Housing
- Community Cabins/Tiny Homes
- Domestic Violence Shelter
- Sober Living Environment
- Safe Parking
- Sanctioned Encampments

## Permanent

- Permanent Supportive Housing
- Public Housing Authority/Section 8
- Rapid Rehousing Programs
- Rental Assistance Programs
- Leasing Programs
- Affordable/Low-income Housing
- Market Rate Rentals (private)
- Home Ownership

# Report out: Temporary & Permanent Housing

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- **What is needed?**
  - For whom?
  - Barriers to implementation?
- **What's working?**
  - Could be replicated?



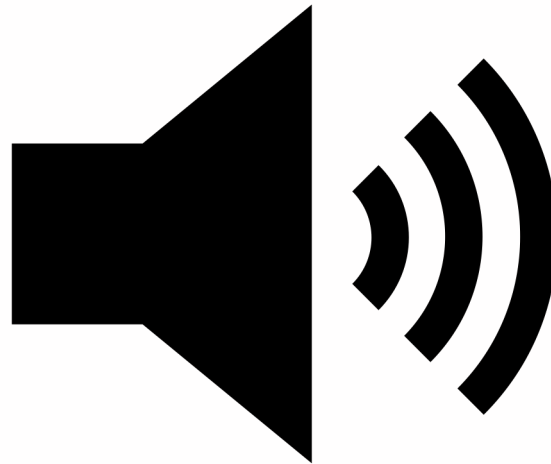
# Breakout 3: Coordination & Community Engagement

- Business Community Collaboration
  - Mentorship
  - Internships/apprenticeships/jobs
  - Scholarships
- Community Education on Best Practices for Preventing & Ending Homelessness
  - Housing First
  - Trauma-informed care
  - Shallow subsidies
- Landlord Engagement & Incentivization
- Inter-City Departments/Agencies
- City and Cities
- City and County
- City and Continuum of Care (CoC)
- City and Coordinated Entry System

# Report out: Coordination & Community Engagement

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- What are the challenges in coordinating services/funding?
  - Who needs to be at the table?
- What does the community need to know or learn to support the response to homelessness?





# Next steps... (see links in chat)

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## Sign up for Notifications

## Take the survey

- Translations forthcoming, so sign up for notifications

## *Check out the HSP website*

Contact Homebase: [cityofalameda@homebaseccc.org](mailto:cityofalameda@homebaseccc.org)

Contact City of Alameda HSP Project Manager, Amanda Gehrke: [AGehrke@alamedaca.gov](mailto:AGehrke@alamedaca.gov)

*Thanks for participating!*

